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Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, and Wallace L. Kadderly, Chief of Radio Service in the Department of Agriculture's portion of the National Farm and Home Hour, Thursday, November 11, 1943, over stations associated with the Blue Network.

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ANNCR: News about 1944 farm production goals, and suggestions on making the most of the Thanksgiving bird... with Ruth Van Deman and Wallace Kadderly.

VAN DEMAN: Wallace, I understand the new production goals are bigger than ever.

KADDERLY: Yes, they are, Ruth...if farmers meet the goals they'll set another all-time record in 1944 -- the eighth year in a row. The War Food Administration has just totaled up the goals that were agreed upon in State meetings by farm leaders and representatives of agricultural agencies. And the State people said that, barring the unforeseen, the country can meet the goals.

VAN DEMAN: "Barring the unforeseen"....in other words, we'll need good weather.

KADDERLY: Yes...at least average weather----and adequate machinery, fertilizer and labor, continuation of the present price supports, and in some cases higher price supports.

VAN DEMAN: Incidentally, the goals call for a total increase, but not increases in all commodities...isn't that right?

KADDERLY: Absolutely. The goals call for 380 million acres in crops, compared with 364 million this year. But that isn't the whole story. The goals call for a little less -- oats, barley, sorghums, flaxseed; considerably less -- rye; about the same acreage of rice and cotton; a little more -- corn, hay, sugar cane, dry beans, Irish potatoes, sweet potatoes, and vegetables for both fresh use and processing; considerably more -- wheat, soybeans for beans, peanuts, and sugar beets.

VAN DEMAN: How about livestock and livestock products?

KADDERLY: More milk, more eggs; considerably fewer hogs; considerably fewer chickens-for-broilers; somewhat smaller production of chickens and turkeys on farms; and by the end of 1944 somewhat smaller population of cattle and calves, beef cows, sheep and lambs.

VAN DEMAN: These general facts apply to all counties?

KADDERLY: Not necessarily. Each farmer will get more detailed information from the Triple-A committee in his county.....Well, so much for the goals.

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